

ABSTRACT OF THE DISCLOSURE

5 An exhaust gas purifying catalyst that exhibits
purifying performance even at high temperatures. The
catalyst carries an alkali metal and a noble metal on a
crystalline zirconium composite oxide, wherein the
zirconium composite oxide is one in which zirconium is
partly substituted with at least one kind of element
selected from the group consisting of an alkaline earth
10 metal, a rare earth metal and an element of the group
IIIB, and the elongation of the crystal lattice due to
the substitution with the element assumes a nearly
theoretical value.